

MANGALORE UNIVERSITY
DEPARTMENT OF BUSINESS ADMINISTRATION
MASTER OF BUSINESS ADMINISTRATION (MBA)

MBAS 508: PROMOTION AND DISTRIBUTION MANAGEMENT

Workload	: 4 hours per week. - Total credits: 4
Examination	: 3 hours 70 marks
Objectives	: To understand the importance of promotion and distribution function in the entire chain of marketing.
Pedagogy	: Lectures, assignments, practical exercises, discussions, seminars, case studies.

Chapter 1: Advertising: concept, importance, objectives- types - role of advertising- advertising Copy - Layout, Advertising agencies - working and services-Advertising budget-methods- Media and media selection, scheduling – types of ad appeals- Evaluation of advertising effectiveness.

Chapter 2: Public relations-concepts, objectives- importance of public relations, Methods of public relations , issuing of News and Information, Issuing press releases, integration of public relation into the marketing mix, power of publicity, corporate publicity, Relationship marketing-Sales promotion-concepts and importance-tools and types - promotion budget-methods and types-Direct marketing , its nature and importance- new developments in promotion- kiosk marketing, Guerrilla Marketing.

Chapter 3: Sales Management-concept and its role in the firm – Sales Planning- Sales forecasting, methods of sales forecasting -sales budgetary procedure, methods of sales forecasting, Sales personnel planning– recruitment, selection and training- territory management. Sales compensation, Evaluation of sales force performance . Personal Selling process.

Chapter 4: Physical distribution- distribution channel-channel logistics-channel design-channel advantages and disadvantages-Cost/benefit analysis of channels - importance of channel marketing – distribution network building. Retail management and its importance.

Chapter 5: Supply chain management –concept, objectives, inventory management, uses of SCM- advantages and limitations-Current trends in SCM.

Chapter 6: Virtual marketing: technological development, development of e-commerce, different commercial models, diverse roles of websites. Virtual value chain, disintermediation, cyber-mediaries.

References:

1. Eugene M. Johnson, David L Kurtz, Eberland K Scheving –Sales Management, Concepts, practices & Cases- Mc Grow-Hill

2. J.L.Gattome and D.W.Walters- Managing Supply Chain-A Strategic Perspective- Palgrave Macmillan
3. B.S. Sahey - Supply Chain Management –Mcmillan
4. U.C.Mathur- Advertising Management-New Age International Publications.
5. Belch MA and Belch GE - Advertising and Promotion- An Integrated Marketing Communication Perspective -Tata McGraw Hill.
6. Batra Myers and Aker - Advertising Management -Pearson/ Prentice Hall.
7. S.A.Chunawala and K.C. Sethia- Advertising -Himalaya publication House.
8. Kenneth.E.Clow, &Donald Baack – Integrated Advertising, Promotion and marketing Communication- Pearson Education.
9. Tapan. K Panda & Sunil Sahadev-Sales & Distribution Management- Oxford Higher Education.
10. S.C.Bhatia-Retail Management-Atlantic Publishers & Distributors.
11. SwapnaPradhan -Retailing Management -Atlantic Publishers & Distributor.
12. Berman-Retail Management: A Strategic Approach- Pearson Education India.
13. Mentzer- Supply Chain Management-Sage Publications